

## Case Story

Client: **E C De Witt – Witch Hazel products**

Period: **2002-2003**

### The Task

- Provide PR and communications support to the launch of *Witch* cosmetics brand in Hungary in print publications.

### Measures

- Developing and implementing tailor-made annual communication plan for print publications;
- Adapting and/or writing Hungarian press releases and background materials;
- Distributing press information;
- On-going media relations;
- Designing, writing and placing advertorials/promotion pages;
- Carrying out public opinion research and analyzing results;
- Ongoing coordination with manufacturer (GB) and distributor (HU);
- Identifying Hungarian dermatologist to write for Q&As in beauty columns of magazines;
- Selecting "Hungarian face" for the brand, managing selection and photo procedure;
- Media monitoring and analyses.

### Results

- Extensive coverage in highlighted target publications (teenage, women, trade) creating wide product awareness.